

2019-20 ANNUAL REPORT



FLORIDA
WILDFLOWER
FOUNDATION



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The Florida Wildflower Foundation was well on its way toward a stellar 2020 when the COVID-19 pandemic brought the world to a screeching halt in March. Businesses closed, unemployment soared and many employees — including our own — learned to work virtually.

As our staff and contractors scrambled to adapt programs that were already in motion, an interesting thing happened: Masses of sequestered people turned to native, natural Florida for recreation and solace. They sought out parks and wilderness areas as never before. No doubt that was because they offered a safe haven for socially distant activities shrouded in the comforting quilt of the natural world. Homeowners, too, turned to the outdoors at their doorsteps and began revamping their landscapes. Demand for native wildflowers was driven upward as people sought the best plants to host Florida's butterflies and bees.



Our staff, contractors and volunteers were kept busy as visits to our website, requests for information and participation on social media accelerated. We replaced in-person engagements with online webinars, which thousands of people have attended. We even published our new book, *Native Plants for Florida Gardens*, while working with grant recipients to revise deadlines and retooling the Seedlings for Schools program when schools shuttered.

Our partnership with the Florida Department of Transportation deepened, as we began hosting its official Wildflower Program pages on our website, www.FlaWildflowers.org. We signed a new partnership agreement with the Florida Native Plant Society and together began working on policy surrounding plant rescues along FDOT-maintained roadways. We also managed to survey roadsides in 13 counties for naturally occurring wildflowers.

We didn't do it alone, of course. In all, our 600 volunteers donated time worth almost \$15,000. They watched roadsides, helped hammer out policies, shared ideas and much more. Around the state, they were our eyes and ears. Together, we entered our 2020–21 fiscal year with the hopes of putting COVID-19 behind us and plans to expand our efforts and offerings.

We invite you to join us as we move forward to protect, connect and expand native wildflower habitat throughout the state. Together, we can make a difference to native, natural Florida.

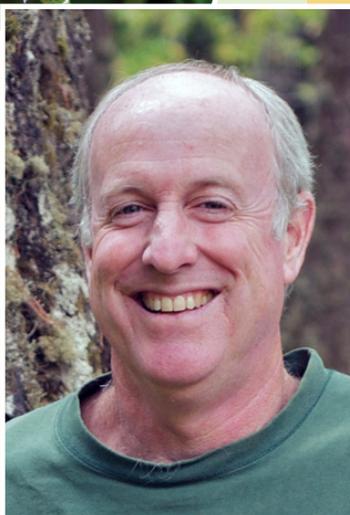
Dena Wild, Board Chair

EDUCATION



PEG URBAN

Bringing Nature Home author Doug Tallamy kicked off the 2019–20 webinar series.



212-page book *Native Plants for Florida Gardens* published

7,000 enthusiasts attended webinars and presentations

11,000 YouTube video and webinar views

8,265 *20 Easy-to-Grow Wildflowers* magazines requested

24,000 handouts and brochures distributed

PLANTING/CONSERVATION



ASHTON ELEMENTARY

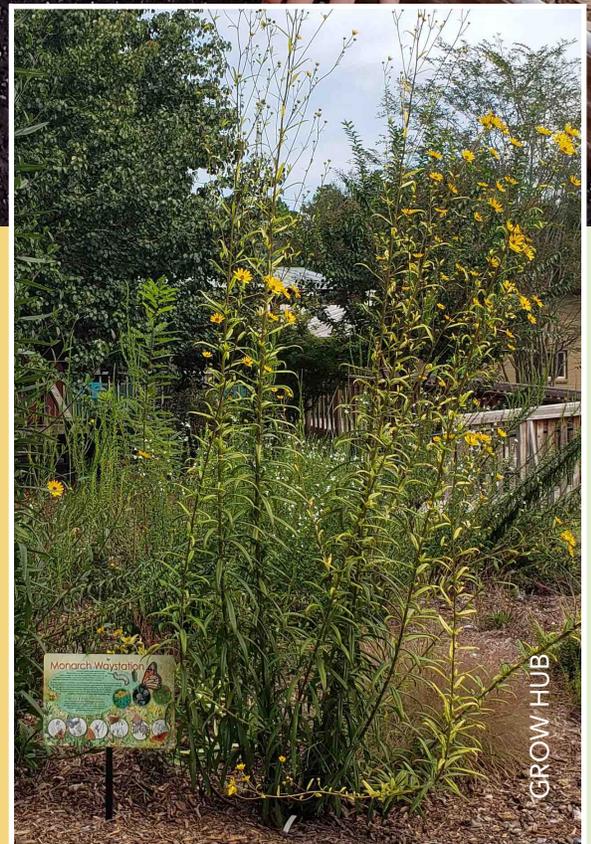
7,860 students benefited from 44 Seedlings for Schools garden grants

100 percent of participating teachers used gardens in STEM lessons

5 Viva Florida Landscape Demonstration Garden grants were awarded

33,379 square feet of native wildflowers, grasses and flowering shrubs were planted

202,877 people experienced native wildflowers through Viva Florida gardens



GROW HUB



MARY KEIM

LIZ SPARKS

500 miles of roadsides surveyed

More than 350 native plant species documented

150 seed protocol references for *Gaillardia*, *Phlox* and *Vernonia* species collected and contributed to the Lady Bird Johnson Wildflower Center's searchable database

Advocacy and policy

- With FDOT Environmental, led the formation of the Native Plant Working Group to help guide roadside plant rescues and vegetation policy
- Joined 109 environmental groups in opposing the creation of three unnecessary major Florida toll roads
- Advocated for 3 national botany bills
- Member of U.S. Rep. Stephanie Murphy's Environmental Advisory Committee

The following organizations and entities benefited from the Florida Wildflower Foundation's Education, Planting or Research programs during the 2019–20 fiscal year.

4-H Putnam County
 All Native Garden Center
 Apalachicola National Estuarine Research Reserve
 Atala Chapter, North American Butterfly Association
 Audubon Florida
 Bok Tower Gardens
 Boyd Hill Nature Preserve
 Brevard County Master Gardeners
 Callahan Garden Club
 Calusa Garden Club of Marco Island
 Citrus Chapter, Florida Native Plant Society (FNPS)
 Clay County Master Gardeners
 Coccoloba Chapter, FNPS
 Conradina Chapter, FNPS
 Cuplet Fern Chapter, FNPS
 Cutting Horse Eco-Center
 Florida Association of Native Nurseries
 Florida Department of Environmental Protection
 Foliage Garden Club of Apopka
 Folly Farm
 Friends of the Enchanted Forest
 Gamble Rogers State Park
 Garden Club of Green Cove Springs
 Garden Club of Palm Coast
 Gato Government Building, Key West
 Grow Hub
 Gulf County Master Gardeners
 Hernando County Master Gardeners
 Hillsborough County Public Schools
 Keep Palm Beach County Beautiful
 Lake St. George Elementary School, Palm Harbor
 Leon County Master Gardeners
 Levy County Master Gardeners
 Lyonia Environmental Center
 Manatee County Master Gardeners
 Mangrove Chapter, FNPS
 Miami Lakes Garden Club
 Miami-Dade Master Gardeners
 Monroe County Master Gardeners
 Native Butterfly Flowers Nursery
 Nature Coast Botanical Garden
 Nature Coast Chapter, FNPS
 Nehrling Gardens
 New Smyrna Beach Garden Club
 Newberry Garden Club
 Oakland Nature Preserve
 Old Northeast Garden Club
 Oldsmar Micro Farmers

Orange County Master Gardeners
 Ormond Beach Environmental Discovery Center
 Osceola County Master Gardeners
 Palm Beach Chapter, FNPS
 Palm Beach Preservation Society, Pan's Garden
 Pasco County Master Gardeners
 PawPaw Chapter, FNPS
 Pelican Island Audubon Society
 Pelican Island Elementary School, Sebastian
 Garden Club of PGA Village
 Pinellas Chapter, FNPS
 Port St. Lucie Botanical Garden
 Sanibel-Captiva Conservation Foundation
 Santa Rosa County Master Gardeners
 Sarasota County Butterfly Club
 Sea Rocket Chapter, FNPS
 Seedlings Garden Club
 Silver Springs State Park
 Southeast Volusia Audubon Society
 St. Lucie County Master Gardeners
 Stocking Savvy Environmental Consulting
 Sweetbay Chapter, FNPS
 Tarflower Chapter, FNPS
 The Nectary Nursery
 The Villages Butterfly Garden Club
 The Villages Chapter, FNPS
 Three Rivers State Park
 UF/IFAS Extension, Orange County
 UF/IFAS Extension, Sumter County Fairgrounds
 UF/IFAS Extension, Wakulla County
 Warren Hope Dawson Elementary School, Riverview
 Wilcox Nursery

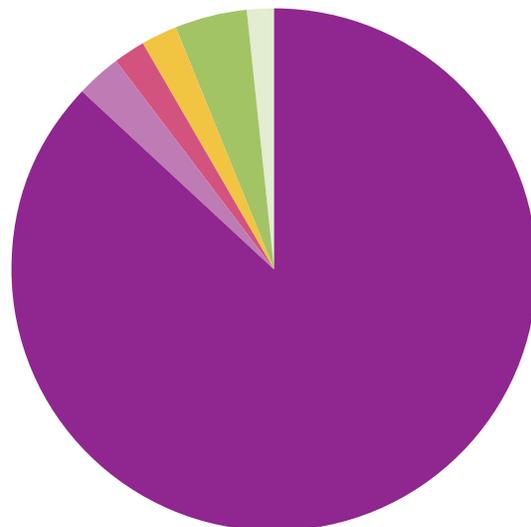
Seedlings for Schools Grant Awards

A.D. Henderson University School, Boca Raton
 Arnold High School, Panama City Beach
 Ashton Elementary, Sarasota
 Broach School, St. Petersburg
 Buddy Taylor Middle School, Palm Coast
 Chiles Elementary, Tampa
 Cornerstone Charter Academy, Belle Isle
 Cranberry Elementary, North Port
 Creekside Middle School,

Port Orange
 DaVinci Learning Academy, Apopka
 Doctors Charter School, Miami Shores
 Downtown Doral Charter Elementary, Doral
 Goldsboro Elementary Magnet, Sanford
 Greenacres Elementary, Greenacres
 Imagine South Lake Charter, Clermont
 Joseph H. Messina Childrens Center, Fort Myers
 Lawton Chiles Middle School, Lakeland
 Lindsey Hopkins Technical College, Southwest Ranches
 Littlewood Elementary, Gainesville
 Murdock Middle School, Port Charlotte
 NewGate School, Sarasota
 North Hialeah Elementary, Hialeah
 Ocean Breeze, Indian Harbour Beach
 Ocean Studies Charter, Tavernier
 Paul B. Stephens ESEC, Clearwater
 Pinewood Elementary, Mims
 Quail Hollow Elementary, Wesley Chapel
 R.J. Longstreet Elementary, Daytona Beach
 Riverside Montessori, Stuart
 Round Lake Elementary, Leesburg
 Rowlette Middle Academy, Bradenton
 Seminole Heights Elementary, Tampa
 Sheehy Elementary, Tampa
 Southwest Middle School, Palm Bay
 Springs Coast Environmental Education Center, Weeki Wachee
 St. Bernadette Catholic School, Hollywood
 St. James the Fisherman Children's Center, Islamorada
 Stone Magnet Middle School, Palm Bay
 Temple Torat Emet B-Yachad Religious School, Boynton Beach
 The Early Childhood Learning Center, Stuart
 Vineland Elementary, Rotonda
 Wesley Chapel Elementary, Wesley Chapel
 Windy Hill Middle School, Clermont

REVENUE

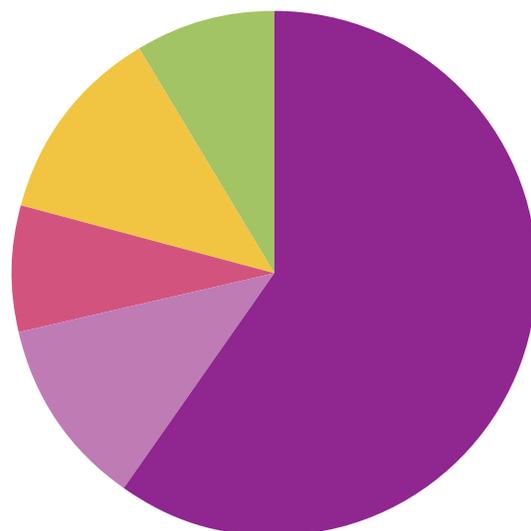
	2019–2020	2018–2019
Donations	\$326,876	\$288,708
Investment earnings	\$10,422	\$11,813
Gifts In-kind	\$7,301	\$15,100
Memberships	\$9,031	\$7,602
Admissions	\$224	\$15,599
Grants	\$16,296	\$13,349
Other	\$5,721	\$2,419
TOTAL Revenue	\$375,871	\$354,590



EXPENSES

	2019–2020	2018–2019
Education	\$195,423	\$210,229
Planting	\$37,634	\$23,536
Research	\$25,665	\$31,883
Management/Gen	\$39,512	\$45,694
Fundraising	\$27,959	\$11,700
TOTAL Expense	\$326,193	\$323,042
Net assets, beginning	\$685,611	
Net assets, end*	\$735,289	

*Includes \$300,000 quasi-endowment



TEAM WILDFLOWER

Dena Wild, chair
David Price, vice chair
Anne Mackay, secretary
Marissa Kaprow, treasurer

Board members

Nancy Bissett
Jaret Daniels, PhD
Eric Darden
David Frakt

Gary Henry
Melissa Hunt
Carolyn Schaag
Terry Zinn

Staff

Lisa Roberts, executive director
Stacey Matrazzo, program manager
Rose Kinane, administrative assistant

Contractors

Jeff Norcini, research, planting and education
Claudia Larsen, planting and education
Jennifer Tyson, social media
Liz Sparks, FDOT/PWA liaison